



NEWS RELEASE

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TH2 Launches with SBA Assistance

Santa Ana, CA – Jeffrey White had eight years of experience designing and supporting computer networks for large corporate environments when he realized that support and customer service for small- and medium-sized businesses was underserved. He knew he could provide service and technology expertise to fit the unique business needs of those companies. He opened TH2 Inc. (www.th2inc.com) in January 2004 as a customer-focused, service-oriented technology company.

To do so he researched business basics on the Internet, read books on entrepreneurship, and interviewed other business owners. He also sought advice from an accountant and contacted the U.S. Small Business Administration and one of its' partners SCORE "Counselors to America's Small Business". He received help on formulating a business plan, determining the correct business structure and getting the proper insurance. He contacted and set up accounts with well-known distributors of information technology products and formed partnerships with leading technology companies.

His best marketing source has been his satisfied customers who give him referrals. He has also advertised in the Orange County Register, SBC Yellow Pages, and YellowPages.com, and sent out quarterly mailings. He regularly networks with people and other businesses. When asked what the biggest thing was he hadn't thought of in starting up, White replied "The importance of the business plan – that I would refer to and change our plan so many times in such a short period".

SCORE is partially funded by the U.S. Small Business Administration to assist prospective and current business owners fulfill their dreams of starting and building successful businesses. SCORE volunteer counselors provide free, confidential counseling and low-cost workshops on business-related subjects. For more information about Orange County SCORE, make an appointment to see a SCORE counselor or explore volunteer opportunities contact SCORE at (714) 550-7369 or visit their website at www.score114.org. For information on SBA's programs and services contact the Santa Ana District Office at (714) 550-7420 or visit their website at www.sba.gov/ca/santa .

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